

# Visual style guide

**VERSION 2.1**



**Charlotte  
Communication  
& Marketing**

600 East 4th Street, Suite 200  
[creativeservices@charlottenc.gov](mailto:creativeservices@charlottenc.gov)  
704.336.2396

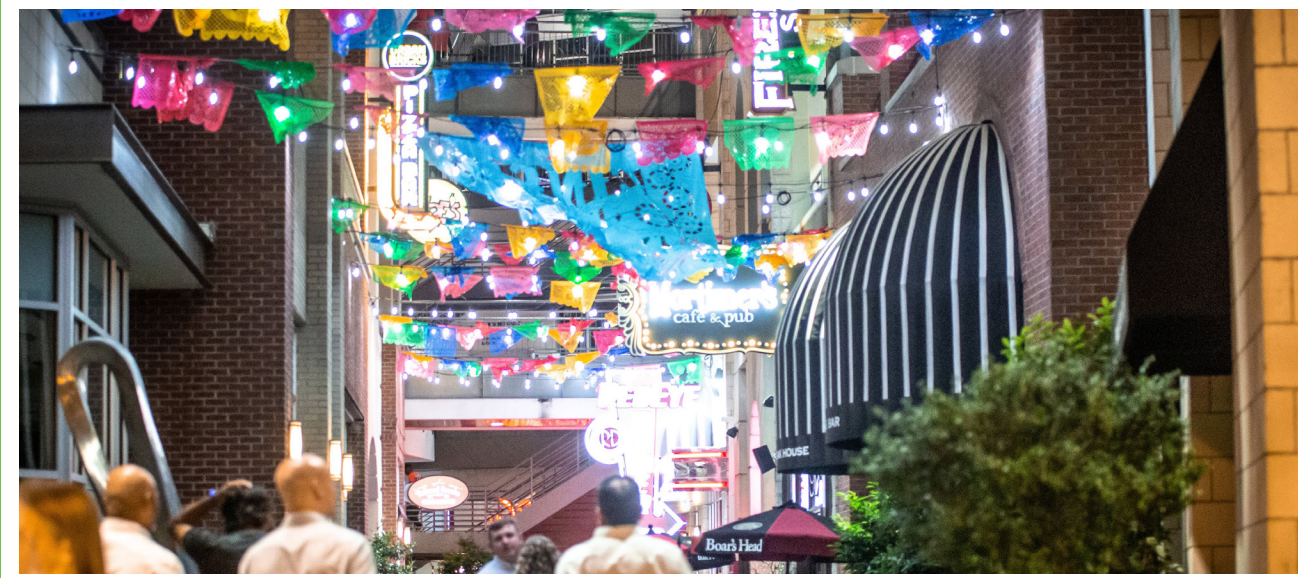


01

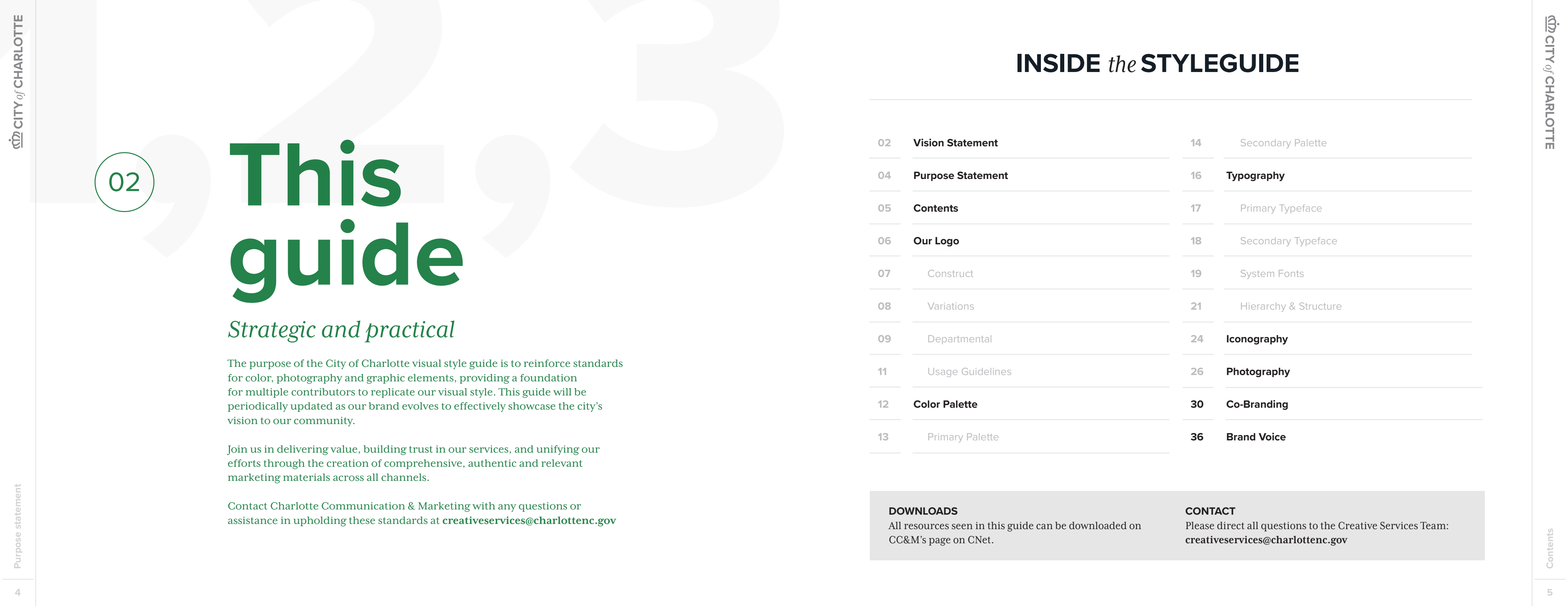
# Our vision

Adopted By City Council In 2018

*Charlotte is America's Queen City, opening her arms to a diverse and inclusive community of residents, businesses, and visitors alike; a safe family-oriented city where people work together to help everyone thrive.*







# This guide

## Strategic and practical

The purpose of the City of Charlotte visual style guide is to reinforce standards for color, photography and graphic elements, providing a foundation for multiple contributors to replicate our visual style. This guide will be periodically updated as our brand evolves to effectively showcase the city’s vision to our community.

Join us in delivering value, building trust in our services, and unifying our efforts through the creation of comprehensive, authentic and relevant marketing materials across all channels.

Contact Charlotte Communication & Marketing with any questions or assistance in upholding these standards at [creativeservices@charlottenc.gov](mailto:creativeservices@charlottenc.gov)

## INSIDE *the* STYLEGUIDE

02	Vision Statement	14	Secondary Palette
04	Purpose Statement	16	Typography
05	Contents	17	Primary Typeface
06	Our Logo	18	Secondary Typeface
07	Construct	19	System Fonts
08	Variations	21	Hierarchy & Structure
09	Departmental	24	Iconography
11	Usage Guidelines	26	Photography
12	Color Palette	30	Co-Branding
13	Primary Palette	36	Brand Voice

DOWNLOADS

All resources seen in this guide can be downloaded on CC&M’s page on CNet.

CONTACT

Please direct all questions to the Creative Services Team: [creativeservices@charlottenc.gov](mailto:creativeservices@charlottenc.gov)





LOGO

# VARIATIONS

VERTICAL LOGO | PRIMARY

The vertically formatted version of our logo displays the crown with service mark above City of Charlotte. The cap height of the entire crown is equivalent to that of the stacked logo. This version is preferred for all official documentation and is best represented when centered on any document or marketing material.



CROWN + URL

The crown + url version is preferable for materials with heavy spacial constraints such as merchandise and occasions requiring reproduction less than our primary or secondary minimums.



NOTE

A logo variation should appear on each deliverable (ie. including but not limited to reader spreads, both sides of double sided documents, fliers & brochures.)

HORIZONTAL LOGO | SECONDARY

The horizontally formatted version of our logo displays the crown with service mark to the left of the stacked City of Charlotte. The cap height from the bottom to the centerpiece of the crown is equivalent to that of the stacked logo. This version is preferable when height constraints do not allow for the vertical logo, in addition it provides more versatility for placement options on documents or marketing materials.



SINGLE LINE LOGO | TERTIARY

The single line version of our logo displays the crown to the left of the City of Charlotte. The preposition “of” is displayed in the italic serif font, Mrs Eaves, emphasizing City and Charlotte. This logo is preferable for all documents or marketing materials with heavy spacial constraints where text is the better primary solution.



LOGO

# DEPARTMENTAL

SINGLE LINE DEPARTMENTAL LOGO

The examples below display our primary logos paired with a single line department name. This use is inspired by the many vehicles comprising the city’s fleet, bold and recognizable.



SINGLE LINE



SINGLE LINE

NOTE

The horizontal/secondary logo is reserved for occasions when layout is left-aligned, or when vertical spacial constraints require a horizontal or more compact solution.

DOUBLE LINE DEPARTMENTAL LOGO

The examples below display the primary logos paired with a double line department name.



DOUBLE LINE



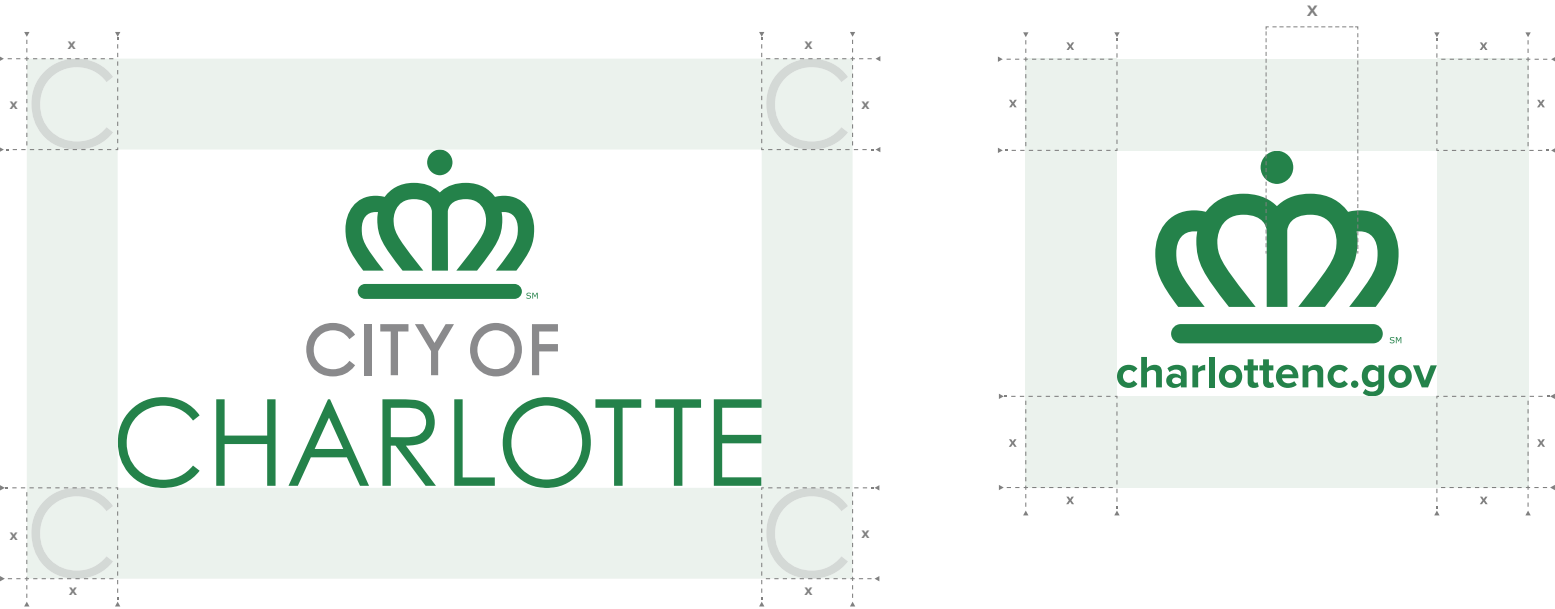
DOUBLE LINE

LOGO

# CLEAR SPACE

LOGO CLEAR SPACE

An area of clear space should be maintained around the logo that is equal or greater than the cap height of the “C” in Charlotte as indicated by the diagram.



**NOTE**  
Clear space formula applies to all variations of the City of Charlotte logos.

LOGO

# EXAMPLES OF INCORRECT USAGE

Do not alter the size relationships by scaling the crown up or the letters down.



Stacked logo not smaller than one and a quarter inches wide.



Do not present the horizontal logo without the words “city of” present.



Horizontal logo not smaller than one and a quarter inches wide.



Do not stretch or squash the logo.



Do not encroach the logo’s space. Clear and equal space should surround on all four sides.



Do not rotate or skew the crown or logo mark.



Do not cover or partially cover or put anything behind the city logo under any circumstances.



It is not permissible to drop the service mark from our corporate logo.





04

# Color palette

*Balanced, bold, symbolic, & fresh*

The City of Charlotte's primary colors honor and represent a quintessential aspect of Charlotte, the city's lush tree canopy. This is our dominant color palette to be used as the main identifying color system for the city.

## Dark Charlotte green

Primary color | graphic elements

HEX #24824A  
RGB 36/130/74  
CMYK 84/26/90/11  
PMS 7731 C

## Light Charlotte green

highlights

HEX #71BF44  
RGB 113/191/68  
CMYK 60/0/100/0  
PMS 2421 C

## Paper white

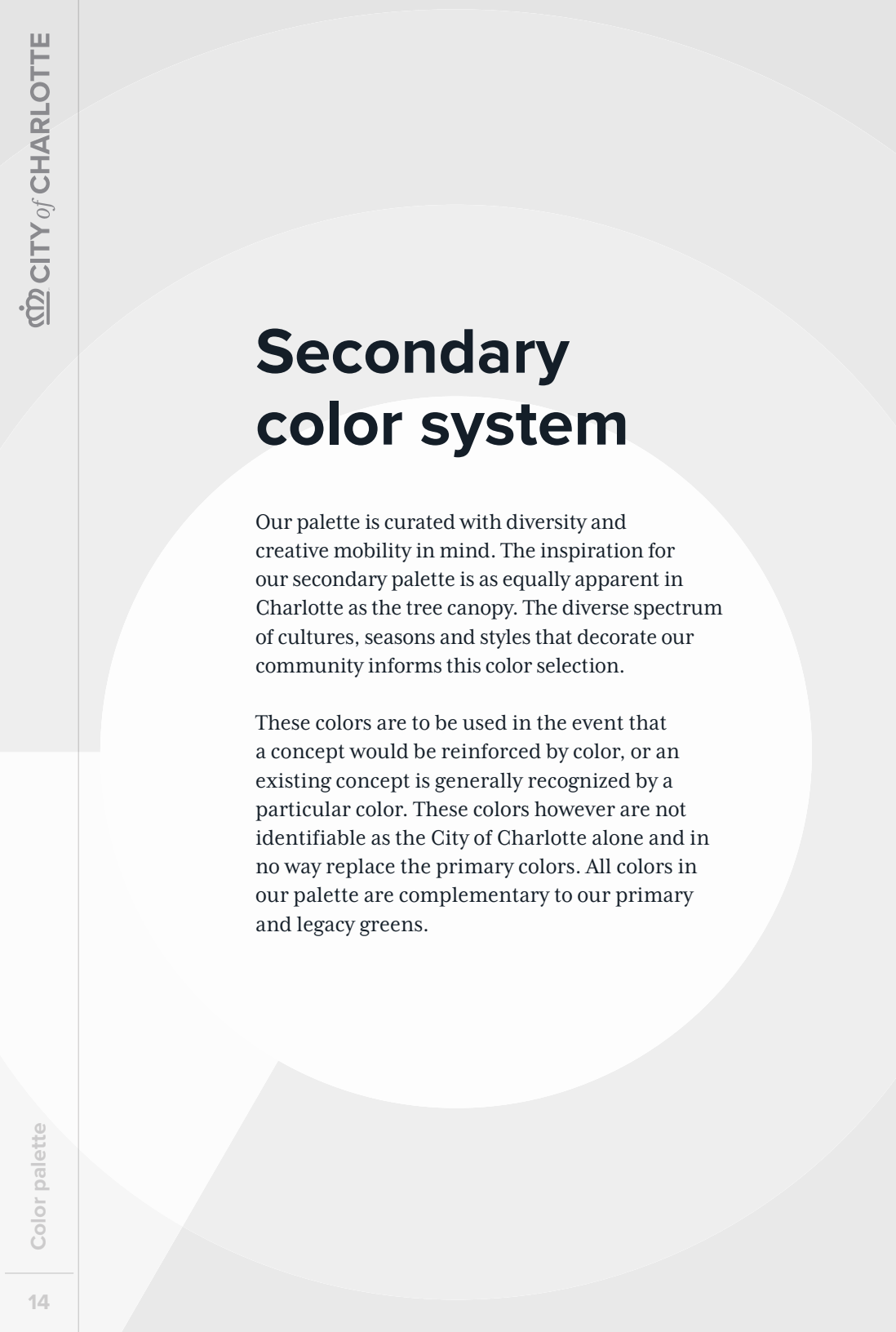
The canvas

HEX #FFFFFF  
RGB 255/255/255  
CMYK 0/0/0/0  
OPAQUE WHITE

## Text black

The words

HEX #141E28  
RGB 0/0/0  
CMYK 75/68/67/90  
PMS BLACK 6 C



# Secondary color system

Our palette is curated with diversity and creative mobility in mind. The inspiration for our secondary palette is as equally apparent in Charlotte as the tree canopy. The diverse spectrum of cultures, seasons and styles that decorate our community informs this color selection.

These colors are to be used in the event that a concept would be reinforced by color, or an existing concept is generally recognized by a particular color. These colors however are not identifiable as the City of Charlotte alone and in no way replace the primary colors. All colors in our palette are complementary to our primary and legacy greens.

<div><div>Yellow</div><div>HEX #FADD4A RGB 250/221/74 CMYK 3/9/83/0 PMS 114C</div></div>	<div><div>Orange</div><div>HEX #EA983E RGB 234/152/62 CMYK 6/46/87/0 PMS 1375 C</div></div>	<div><div>Light red</div><div>HEX #E0685E RGB 224/104/94 CMYK 8/73/61/0 PMS 178C</div></div>	<div><div>Red</div><div>HEX #DE0505 RGB 222/5/5 CMYK 7/100/100/1</div></div>	<div><div>Dark red</div><div>HEX #C70000 RGB 199/0/0 CMYK 15/100/100/6</div></div>	<div><div>Purple</div><div>HEX #59489F RGB 89/72/159 CMYK 78/84/0/0 PMS 7671 C</div></div>
<div><div>Blue</div><div>HEX #2F70B8 RGB 43/112/184 CMYK 88/55/0/0 PMS 7683C</div></div>	<div><div>Med blue</div><div>HEX #02508E RGB 2/80/142 CMYK 100/76/17/3</div></div>	<div><div>Navy</div><div>HEX #0C1C35 RGB 12/28/53 CMYK 95/83/49/61</div></div>	<div><div>Dark teal</div><div>HEX #0A7D8C RGB 10/125/140 CMYK 86/36/39/6 PMS 7713 C</div></div>	<div><div>Light teal</div><div>HEX #00A79C RGB 0/167/156 CMYK 79/10/46/0 PMS 3472 C</div></div>	<div><div>Legacy green</div><div>HEX #007953 RGB 0/121/83 CMYK 88/29/80/16 PMS 341 C</div></div>



05

# Type standards

## Dynamic & modern

The City of Charlotte’s font selection blends a contemporary aesthetic with classic readability. Pairing the sans serif font Proxima Nova & the serif font Mrs Eaves provides clear hierarchy and contrast between headings and body copy, promoting legibility.

Allow this guide serve as a good example of typographic usage.

PRIMARY TYPEFACE

## Proxima Nova

Adobe Typekit Font

### Proxima Nova

**AaBbCc123**  
Proxima Nova Black

The quick brown fox jumps over the lazy dog.

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !@#\$%^&\*()\_-=

**AaBbCc123**  
Proxima Nova Bold

The quick brown fox jumps over the lazy dog.

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !@#\$%^&\*()\_-=

AaBbCc123  
Proxima Nova Bold

The quick brown fox jumps over the lazy dog.

AaBbCc123  
Proxima Nova Bold

The quick brown fox jumps over the lazy dog.

#### NOTE

If Adobe Typekit fonts are not available, use system defaults available Citywide. **Replace Proxima Nova with Century Gothic.** All of the same stylistic rules apply. The complete suite of fonts in the Proxima Nova family are allowed for use in addition to the primary selections shown here.

SECONDARY TYPEFACE

# Mrs Eaves XL Serif Nar OT

Adobe Typekit Font

## Mrs Eaves XL Serif OT

**Bold** Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !@#\$%^&\*()\_-=

**Regular** Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !@#\$%^&\*()\_-=

**AaBbCc123**  
Mrs Eaves XL Serif  
OT Heavy

The quick brown fox jumps  
over the lazy dog.

**AaBbCc123**  
Mrs Eaves XL Serif  
OT Bold

The quick brown fox jumps  
over the lazy dog.

**AaBbCc123**  
Mrs Eaves XL Serif  
OT Regular

The quick brown fox jumps  
over the lazy dog.

*AaBbCc123*  
Mrs Eaves XL Serif  
OT Regular Italic

*The quick brown fox jumps over the  
lazy dog.*

### NOTE

If Adobe Typekit fonts are not available, use system defaults available Citywide. **Replace Mrs Eaves XL Serif Nar OT with Cambria.** All of the same stylistic rules apply. The complete suite of fonts in the Mrs Eaves XL Serif OT family are allowed for use in addition to the primary selections shown here.

PRIMARY TYPEFACE

# Century Gothic

System Font

## Century Gothic

**AaBbCc123**  
Century Gothic Bold

The quick brown fox  
jumps over the lazy dog.

AaBbCc123  
Century Gothic Regular

The quick brown fox  
jumps over the lazy dog.

**Bold** Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !@#\$%^&\*()\_-=

**Regular** Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !@#\$%^&\*()\_-=

### NOTE

System fonts are available to download on CNet. The complete suite of fonts in the Century Gothic family are allowed for use in addition to the primary selections shown here.



SECONDARY TYPEFACE

# Cambria

System Font

Cambria

AaBbCc123  
Cambria Bold

The quick brown fox jumps  
over the lazy dog.

AaBbCc123  
Cambria Bold Italic

*The quick brown fox jumps  
over the lazy dog.*

**Bold**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !@#\$%^&\*()\_-=

AaBbCc123  
Cambria Regular

The quick brown fox jumps  
over the lazy dog.

**Regular**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 !@#\$%^&\*()\_-=

AaBbCc123  
Cambria Italic

*The quick brown fox jumps  
over the lazy dog.*

NOTE

System fonts are available to download on CNet. The complete suite of fonts in the Cambria family are allowed for use in addition to the primary selections shown here.

PRACTICAL APPLICATION

# HIERARCHY of TYPE

Proxima Nova

Display 40pt

Proxima Nova

Header 30pt

Proxima Nova

Title 18pt

*Mrs Eaves XL Serif Nar OT*

Subheading / Prepositions 20pt

Mrs Eaves XL Serif Nar OT

Body 14pt

Mrs Eaves XL Serif Nar OT

Minimum Text 10pt

NOTE

If Adobe Typekit fonts are not available, use system defaults available Citywide. **Replace Proxima Nova with Century Gothic and Mrs Eaves XL Serif Nar OT with Cambria.**  
All of the same stylistic rules apply.

PRACTICAL APPLICATION

# STRUCTURE of TYPE

Mrs Eaves Serif Nar OT Bold

## issue 01

Location identification, system underline

Proxima Nova Bold

# TEN MARKETING STRATEGIES

Proxima Nova Bold & Mrs Eaves Serif Nar OT Italic

## TIPS for STRONGER DIALOGUE

Conjunctions & prepositions are italicized in headings and subheadings

Mrs Eaves Serif Nar OT Regular

**As Charlotte works together to make this the best city for all, it is important that we maintain open dialogue about challenges and opportunities that impact out community.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

PRACTICAL APPLICATION

# STRUCTURE of TYPE

Proxima Nova Bold

# 10 MARKETING STRATEGIES

Mrs Eaves Serif Nar OT Italic

*Tips for stronger dialogue*

Mrs Eaves Serif Nar OT Bold

**As Charlotte works together to make this the best city for all, it is important that we maintain open dialogue about challenges and opportunities that impact out community.**

Mrs Eaves Serif Nar OT Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



06

# Icon standards

## Simple & recognizable

The City of Charlotte iconographic language is rooted in the study of signs and symbols. The following icons are designed to guide our culturally diverse community to their city services.

ICONS

## ICONOGRAPHY

### Departmental icons

The departmental icons identify at a glance the department and type of service being delivered. These icons do not replace departmental logos.

#### Examples

CC&M	City Attorney

### Experiential icons

The experiential icons should be used for specific actions a citizen may want to take (like paying a water bill). Use them to help users navigate web pages, brochures, and other materials.

#### Examples

Scheduling	Alert	Call	

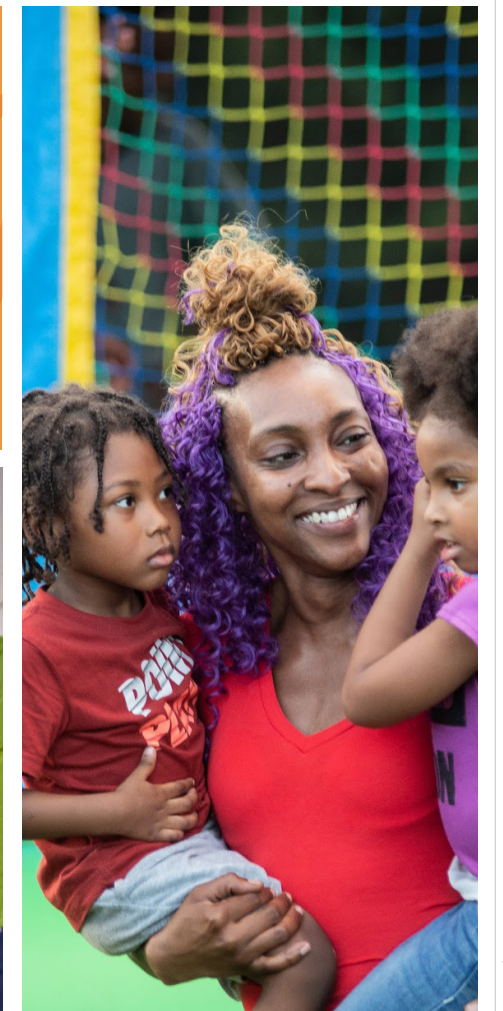
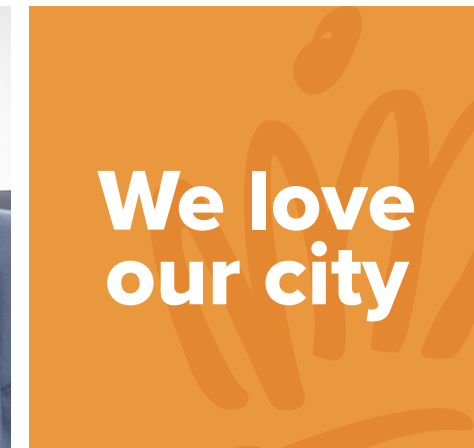


06

# Photo standards

*Uplifting, inclusive & authentic*

The guidelines that follow relate to stock, freelance & interdepartmental photography selection and use.





PHOTO

# PEOPLE

## Authentic photography

These should be images of citizens working, playing, and connecting with the outdoors and their communities. Choose photos that take a closer more candid look at the daily lives of Charlotte citizens. Above all else these images should look and feel authentic, not posed or forced. They should promote feelings of familiarity, and have a strong human presence. There don't necessarily need to be people in the photos, evidence of human interaction is also sufficient to communicate candid and authentic presence.

Finding real people doing “what they do” in both well known and lesser known areas around Charlotte, finding candid moments to capture that show depth, experience and emotion.

Avoid overly busy or dark backgrounds & harsh or over/under-exposed lighting conditions.



## Headshots

Headshots should always be cropped in a circle to establish a consistent style.

Use an open aperture to provide a creamy, blurred background to contrast with the focused subject in the foreground.

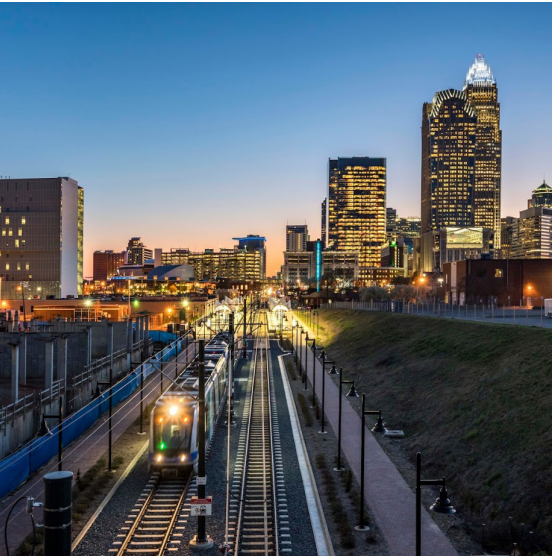


PHOTO

# PLACES

## Our skyline

Our city has a gorgeous and highly recognizable skyline that we love to show off, as well as all the great and diverse neighborhoods that make Charlotte the amazing city we want everyone to fall in love with. Shooting from vantage points that are not commonly seen is a great way to continually freshen the outlook on the city.



## Our landmarks

Landmarks are also a great way to identify Charlotte. We love to see our residents and visitors engaging with and exploring our landmarks. Charlotte's landmarks help define our spaces, heritage and cultural diversity.





# Co-branding guidelines

*Shaping positive experiences*

These guidelines were developed to outline recommended co-branding scenarios and to provide detailed guidance on how to best activate these scenarios in your communications materials.

## EFFECTIVE PARTNERSHIPS

### WHY CO-BRAND

Using two brands together symbolizes a partnership and a commitment to provide our community with new or enhanced products or services. Each brand involved constitutes a set of promises that people associate with the entity or municipality. Care must be taken to ensure that we are not misrepresenting the services of either brand, causing confusion to our community, or end users.

### HOW TO CO-BRAND

#### STEP 1: DEFINE THE RELATIONSHIP

The predominant brand is determined during partnership negotiations and is influenced by but not limited to factors such as financial and/or resource contribution, venue ownership, program ownership, or which partner is granting access to it's audience and maintaining that relationship.

Brand hierarchy means one partner will have a clear visual lead in executions, often using their identity/brand system in a dominant manner. Brand hierarchy does not mean that one brand is inferior or superior in any way to another.

#### A. CITY OF CHARLOTTE DOMINANT

City of Charlotte dominance in co-branding is established when the city most heavily influences the communication experience. This is when city staff, leadership or officials drive the communication experience or if city resources are most depended on.

#### B. PARTNER DOMINANT CO-BRANDING

Partner dominance is established when the partner brand more heavily influences communications. Additionally, this may occur if the City of Charlotte strategically partners with an entity or group to enhance an experience for a Charlotte audience.

#### C. NON-DOMINANT PARTNERSHIPS

Not all partnerships have clear brand hierarchy/dominance. If you have any questions regarding how to best represent an unclear co-branding scenario with the City of Charlotte, please contact: [creativeservices@charlottenc.gov](mailto:creativeservices@charlottenc.gov)

# CO-BRANDING EXAMPLES

## STEP 2: APPLY STANDARDS.

Expressing brand hierarchy is relatively simple and can be achieved by doing the following:

### A. CITY OF CHARLOTTE DOMINANT

Placing the logo in the most visible and valuable space (e.g. above the fold on a website, or at lower right on a billboard). City of Charlotte dominant experiences rely on the this guide for look and feel. For most city dominant branded pieces, use the city’s color logo options, beginning with the primary logo.



TOWN HALL INVITATION



CAREER PATHWAYS

# CO-BRANDING EXAMPLES

## CHARLOTTE INNO



### B. PARTNER DOMINANT CO-BRANDING

The partner brand is featured more heavily and the look and feel is determined by their visual system. It’s critical that while our partners drive the execution of communications that we protect and appropriately display the City of Charlotte logo. When a partner’s brand is the lead, use the city’s black or white logo options.

## CO-BRANDING EXAMPLES

When partner logos are shown in close proximity to each other in a brand-neutral environment (e.g. a communication, flyer, website or advertisement that does not reflect the visual identity of either brand, but of the effort/event) the City of Charlotte's logo should be placed first or last, and not in the middle, and most often in black or white.

# NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.







**Charlotte  
Communication  
& Marketing**

600 East 4th Street, Suite 200  
[creativeservices@charlottenc.gov](mailto:creativeservices@charlottenc.gov)  
704.336.2396



**For questions or assistance in upholding  
these standards please contact us.**